Monetize Your Mindset

Turn Your Interests into Income Workbook

Create financial security by monetizing what you already know.

TURN YOUR INTERESTS INTO INCOME WORKSHOP

You Ideal Side Hustle List

What do you like/love to do?	What do you need to do?	What are you already doing?

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BartMerrell.com 801-592-1524

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Your Ideal Side Hustle List

What would you like to learn?	What do you need to learn?	What have you already learned?

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TURN YOUR INTERESTS INTO INCOME WORKSHOP

Prioritize Your Side Hustle Lists

What do you like the most?	What will become income the fastest?

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What are the 5 on the top of both lists

Combined list?

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Prioritize Your Side Hustle Lists

Reasons why	Reasons why not

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Prioritize Your Side Hustle Lists

Reasons why	Reasons why not

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Which are you going to do first

Refined list?

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TURN YOUR INTERESTS INTO INCOME WORKSHOP

Talk it out with a partner

TURN YOUR INTERESTS INTO INCOME WORKSHOP

Caveman Theory of Montivation

What if I don't take action?

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TURN YOUR INTERESTS INTO INCOME WORKSHOP

Features vs Benefits of your Product/Service

Features	Benefits

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BEFORE & AFTER GRID

BEFORE

HAVE:

FEEL:

AVERAGE DAY:

STATUS:

GOOD VS. EVIL:

CUSTOMER SEGMENTS

PRODUCTS/SERVICES

AFTER

HAVE:

FEEL:

AVERAGE DAY:

STATUS:

GOOD VS. EVIL:

DIGITALMARKETER

CUSTOMER AVATAR

AVATAR NAME

GOALS AND VALUES

Goals:

Values:

Age:

Gender:

Marital Status:

#/Age of Children:

Location:

CHALLENGES & PAIN POINTS

Challenges:

Pain points:

SOURCES OF INFORMATION

Books:

Magazines:

Blogs/Websites:

Conferences:

Gurus:

Other:

Quote:

Occupation:

Job Title:

Annual Income:

Level of Education:

Other:

OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

Role in the Purchase Process:

DIGITALMARKETER

CUSTOMER AVATAR

AVATAR NAME

GOALS AND VALUES

Goals:

Values:

Age:

Gender:

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#/Age of Children:

Location:

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DIGITALMARKETER

Top Five Ways to Grow Your Business

1. _____
2. _____
3. _____
4. _____
5. _____

The P's of Customer Experience Branding

PRODUCT _____

PRICE _____

PLACE _____

PROMOTION _____

PROCESS _____

PEOPLE _____

DO's and DON'T's of Customer Service

DO	DON'T
DO build long-term relationships.	DON'T fail to act on customer feedback.
DO provide opportunities for the customer to be engaged.	DON'T concern yourself with making only an immediate sale.
DO deliver exceptional service and provide a memorable experience.	DON'T make decisions without considering customer feedback or data.
DO help customers understand the "why" behind your business.	DON'T fail to follow up with the customer after the sale.
DO create a strong community of loyal customers.	DON'T be inflexible in providing options for the customer.
DO ensure that interactions benefit the customer.	DON'T make assumptions about customer preferences.
DO help the customer become a champion of/for your business.	DON'T assume that a pleasant personality equates to customer service skills.
DO listen to the customer	DON'T fail to stand behind your product.

Discover, Deliver, Do More for Customer Happiness and Retention

DISCOVER

DELIVER

DO MORE

JESSE B. GOOD